

## ORDER



**Orders**  
**Order / Rev:** 184379  
**Alt Order #:**  
**Product Desc:** Coffman for Congress  
**Estimate:** 2668  
**Flight Dates:** 09/04/12 - 09/10/12  
**Original Date / Rev:** 08/14/12 / 08/14/12  
**Order Type:** GENERAL

KMGH

**Primary AE:** David Lombardo  
**Sales Office:** EWSDC  
**Sales Region:** NAT

**Agency Name:** American Media Advocacy Group  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Congress/Coffman (R)  
**Demographic:** A25-54  
**Product Codes:** PL3-US House Rep  
**Priority:** P3  
**Revenue Codes:** POL, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	36	\$19,325.00	\$16,426.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	36	\$19,325.00	\$16,426.25	0.00
<b>Totals</b>	<b>36</b>	<b>\$19,325.00</b>	<b>\$16,426.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMGH	09/09/12	09/09/12	SUN Sports Extra-KMGH 10P News Sunday Sports	CA	1037P-11p	-----S	:30	1	\$410.00	P3	0.00	NM	1	\$410.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	-----S		1				\$410.00		0.00			
N 2	KMGH	09/07/12	09/10/12	Nightline Nightline	CA	1037P-1103P	1---1--	:30	2	\$525.00	P3	0.00	NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	1---1--		2				\$525.00		0.00			
N 3	KMGH	09/09/12	09/09/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P	-----S	:30	1	\$750.00	P3	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	-----S		1				\$750.00		0.00			
N 4	KMGH	09/08/12	09/08/12	10P NEWS - SAT 10P NEWS (SAT)	CA	10P-1037P	-----S-	:30	1	\$450.00	P3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	-----S-		1				\$450.00		0.00			
N 5	KMGH	09/07/12	09/10/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P	1---1--	:30	2	\$750.00	P3	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	1---1--		2				\$750.00		0.00			
N 6	KMGH	09/09/12	09/09/12	ABC Sun A ABC Sun A	CA	6P-7P	-----S	:30	1	\$1,100.00	P3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	-----S		1				\$1,100.00		0.00			

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Advertiser: Congress/Coffman (R)  
 Product Desc: Coffman for Congress  
 Estimate: 2668

KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	KMGH	09/08/12	09/08/12	Prime NASCAR NASCAR Primetime	CA	5p-11p (5:30 PM-10:00 PM)	:30	1	\$925.00	P3	0.00	NM	1	\$925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/04/12	09/10/12	-----S-		1		\$925.00			0.00			
N 8	KMGH	09/07/12	09/10/12	630-7P WHEEL (M-F) 630-7p WHEEL (M-F)	CA	630-7P	:30	2	\$1,185.00	P3	0.00	NM	2	\$2,370.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/04/12	09/10/12	1---1--		2		\$1,185.00			0.00			
N 9	KMGH	09/07/12	09/10/12	6p-630p JEOPARDY (M-F) 6P-630P JEOPARDY (M-F)	CA	6P-630P	:30	2	\$1,185.00	P3	0.00	NM	2	\$2,370.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/04/12	09/10/12	1---1--		2		\$1,185.00			0.00			
N 10	KMGH	09/09/12	09/09/12	5pm News Sunday 5pm News Sun Local News	CA	5P-6P	:30	2	\$300.00	P3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/04/12	09/10/12	-----S		2		\$300.00			0.00			
N 11	KMGH	09/08/12	09/08/12	5-6p News Saturday 5pm News Saturday	CA	5P-6p	:30	2	\$300.00	P3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/04/12	09/10/12	-----S-		2		\$300.00			0.00			
N 12	KMGH	09/07/12	09/10/12	5-530P News M-F/KMGH 5-530P News	CA	5P-530P	:30	2	\$650.00	P3	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/04/12	09/10/12	1---1--		2		\$650.00			0.00			
N 13	KMGH	09/07/12	09/10/12	DR. OZ - 4PM Dr. Oz	CA	4P-5P	:30	2	\$300.00	P3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/04/12	09/10/12	1---1--		2		\$300.00			0.00			
N 14	KMGH	09/07/12	09/10/12	11A-12P News/KMGH 11A-12P News	CA	11A-12P	:30	2	\$250.00	P3	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/04/12	09/10/12	1---1--		2		\$250.00			0.00			
N 15	KMGH	09/07/12	09/10/12	The View THE VIEW	CA	10A-11A	:30	2	\$550.00	P3	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/04/12	09/10/12	1---1--		2		\$550.00			0.00			
N 16	KMGH	09/07/12	09/10/12	Inside Edition 9A Inside Edition 9A	CA	9A-930A	:30	2	\$225.00	P3	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/04/12	09/10/12	1---1--		2		\$225.00			0.00			
N 17	KMGH	09/09/12	09/09/12	7A-8A SUN MORN NEWS 7A-8A SUN MORN NEWS	CA	7A-8A	:30	1	\$200.00	P3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/04/12	09/10/12	-----S		1		\$200.00			0.00			
N 18	KMGH	09/08/12	09/08/12	7-9a Sat Morning News 7-9a Sat Morning News	CA	7A-9A	:30	2	\$225.00	P3	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/04/12	09/10/12	-----S-		2		\$225.00			0.00			
N 19	KMGH	09/04/12	09/06/12	GMA M-F 7-9A / KMGH GMA M-F 7-9A	CA	7A-9A	:30	2	\$450.00	P3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/04/12	09/10/12	-1-1---		2		\$450.00			0.00			
N 20	KMGH	09/07/12	09/10/12	GMA M-F 7-9A / KMGH GMA M-F 7-9A	CA	7A-9A	:30	2	\$450.00	P3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/04/12	09/10/12	1---1--		2		\$450.00			0.00			
N 21	KMGH	09/07/12	09/10/12	6-7A News M-F/KMGH 6-7A News	CA	6A-7A	:30	2	\$400.00	P3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			

**KMGH**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N21	KMGH	09/07/12	09/10/12	6-7A News M-F/KMGH	CA	6A-7A	1--1--	:30	2	\$400.00	P3	0.00	NM	2	\$800.00
				6-7A News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
		Week: 09/04/12	09/10/12	1--1--	2	\$400.00	0.00								
<b>Totals</b>														<b>36</b>	<b>\$19,325.00</b>